

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



March 3, 2010

Robert Botkin, Manager
California Solar Initiative Program
Southern California Edison
6042A Irwindale Ave.
Irwindale, CA 91702

Re: **Approval for the 2010 California Solar Initiative Interim Marketing and Outreach Plan**

Dear Mr. Botkin:

This letter conditionally approves the 2010 California Solar Initiative Interim Marketing and Outreach Plan and \$675,000 budget proposal submitted by Southern California Edison on January 22, 2010.

In accordance with D.07-05-047, CSI Program Administrators may allocate \$500,000 per annum from their administrative budgets for interim M&O activities outlined in the Decision. The Decision also allows PAs to request a 20% adder (\$100,000) for activities that advance CSI goals but are not specified in the Decision's attachment. In the case of SCE's 2010 budget, an additional \$75,000 has been approved as a carry over for projects currently underway but not yet expended.

Please continue to seek Energy Division approval for individual M&O activities prior to incurring any expenses in accordance with M&O approval request guidelines. Energy Division reserves the right to defer activities and expenditures, redirect M&O projects and to disallow expenses for which prior approval has not been granted.

Sincerely,

A handwritten signature in blue ink, appearing to read "Julie A. Fitch".

Julie A. Fitch
Director, Energy Division

Cc: R.08-03-008 Service List